



## Earned Media Marketing

Delivered **over 15.5 Million Editorial and Social Impressions** across a wide reach to all contextual audiences – top-tier portals, general entertainment sites, general literary sites, and genre-specific sites (horror/suspense/thriller/sci-fi)

## Standout Promotional Partners

**Over 52 core placements** with unique promotions offered on top destinations such as **The Huffington Post, AOL Lemondrop, GoodReads, Blogcritics, and SF Signal**

## Creative & Site Selection

Leveraged proprietary Trendrr technology to **hand-pick sites that would best resonate** with our target audiences. Worked closely with site partners to develop creative to fit site experience, **maximizing visibility & engagement**.

## Advertising Performance

Generated **over 2.6M impressions** with a **CTR of .53%** - **greatly outperforming industry averages** for banner ads. Success can be attributed to site selection and creative, with one site (Pink is the New Blog), delivering a **CTR of 2.63%**!



***“Bite Me” Debuted at #5 on the New York Times Bestseller List***